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**OFFICIAL**

S/N 09/619,255

Lin-Hendel 5

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of Dr. Catherine Lin-Hendel

Group Art Unit: 3625

Serial No. 09/619,255

Examiner: Fadok, Mark A

Filed: July 19, 2000

Date: March 3, 2004

For : SYSTEM AND METHOD FOR  
INTERACTIVE, COMPUTER  
ASSISTED PERSONALIZATION OF  
ON-LINE MERCHANDISE PURCHASES :Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450**AFTER FINAL RESPONSE  
(37 C.F.R. 1.116)  
REQUEST FOR RECONSIDERATION**

Sir:

**INTRODUCTORY COMMENTS:**

This Response is submitted in response to the Office Action mailed December 03, 2003 which was received in connection with the above-identified application and for which a three-month shortened statutory period of response ending March 3, 2004 was set.